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FOR IMMEDIATE RELEASE

LIPHATECH® ANNOUNCES WINNERS OF THE SOFT BAIT CHALLENGE!

Milwaukee, WI (October 28, 2017) – Liphatech, The Soft Bait Innovators™, invited U.S. pest management professionals (PMPs) to *Take the Soft Bait Challenge*. PMPs saw what happened when FirstStrike®, Resolv® or TakeDown™ went head-to-head against conventional bait.

Liphatech awarded prizes to the top three entries, which were displayed at PestWorld 2017 in Baltimore, Maryland:

1. Carlos Fernandez (McCloud Services) – GoPro® HERO5 Black Action Camera
2. Scott Dinger (Primal Pest Control LLC) – \$200 Visa® Gift Card
3. Robert Casey (Pest Management, Inc.) – \$100 Visa® Gift Card

“I went through many rodent baits, from blocks to pellets, meal bait, wax based, grain based, etc. Nothing was really being eaten, and I wasn’t really seeing results. I decided to start using soft baits. This has been, literally, the most palatable and effective method I have ever tried. Great product, great results, great resource for PMPs for rodent control.” – Carlos Fernandez.

Take the challenge for yourself and find out what other PMPs already know—when given a choice, rodents consistently go for Liphatech soft bait over other baits.

Designated trademarks and their respective logos, including GoPro, HERO and Visa, are the property of their respective owners and do not indicate participation in or sponsorship of this promotion.

About Liphatech

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent management through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow landowners and certified applicators to quickly achieve the cost effective management of rodent populations. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.